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To: U.S. Patent and Trademark Office –
MAIL STOP: Amendment
Examiner: D. CHAMPAGNE
Group Art Unit: 3622
Confirmation No.: 9068

From: Christian R. Andersen
Specialist – Intellectual Property

Fax: 571-273-8300

Pages
with 13
Cover:

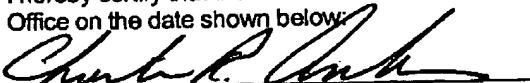
FORMAL SUBMISSION OF:

- 1) Transmittal Letter; and
- 2) Amendment in Response to Office Action.

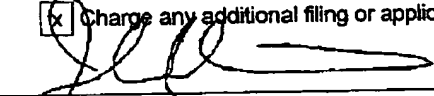
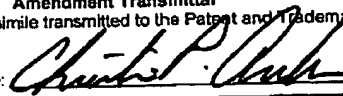
Title: TARGETED BANNER ADVERTISEMENTS
Serial No. 09/982,764
Filing Date: March 31, 1999
First Named Inventor: Jay PONTE
Atty. No. 99-808 RCE 3

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that the above-referenced documents are facsimile transmitted to the Patent and Trademark Office on the date shown below:


Christian R. Andersen

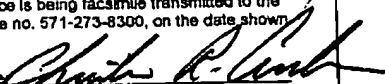
Date of Transmission: August 29, 2005

AMENDMENT TRANSMITTAL LETTER				Docket No. 99-808 RCE3	
Application No. 09/282,764		Filing Date March 31, 1999		Examiner D. Champagne	
				Art Unit 3622	
Applicant(s): Jay Ponte					
Invention: TARGETED BANNER ADVERTISEMENTS					
TO THE COMMISSIONER FOR PATENTS					
Transmitted herewith is an amendment in the above-identified application.					
The fee has been calculated and is transmitted as shown below.					
CLAIMS AS AMENDED					
	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate	
Total Claims		- 20 =		x	
Independent Claims		- 3 =		x	
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					
Other fee (please specify):					
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:					0.00
<input checked="" type="checkbox"/> Large Entity			<input type="checkbox"/> Small Entity		
<input checked="" type="checkbox"/> No additional fee is required for this amendment.					
<input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of \$ _____. A duplicate copy of this sheet is enclosed.					
<input type="checkbox"/> A check in the amount of \$ _____ to cover the filing fee is enclosed.					
<input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.					
<input checked="" type="checkbox"/> The Director is hereby authorized to charge and credit Deposit Account No. <u>07-2347</u> as described below. A duplicate copy of this sheet is enclosed.					
<input checked="" type="checkbox"/> Credit any overpayment.					
<input checked="" type="checkbox"/> Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.					
 Joseph R. Palmieri Attorney Reg. No.: 40,760 VERIZON CORPORATE SERVICES GROUP, INC. 600 Hidden Ridge Irving, TX 75038 (972) 718-4800				Dated: <u>August 29, 2005</u>	
Amendment Transmittal					
I hereby certify that this correspondence is being facsimile transmitted to the Patent and Trademark Office, facsimile no. 571-273-8300, on the date shown below.					
Dated: August 29, 2005		Signature:  (Christian R. Andersen)			

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Dated August 29, 2005

Signature


(Christian R. Andersen)Docket No.: 99-808 RCE3
(PATENT)**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:
Jay Ponte

Application No.: 09/282,764

Art Unit: 3622

Filed: March 31, 1999

Examiner: D. Champagne

For: TARGETED BANNER ADVERTISEMENTS**AMENDMENT IN RESPONSE TO OFFICE ACTION**

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

In response to the Office Action dated June 27, 2005, Applicant respectfully requests reconsideration in view of the following remarks.

The pending Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.